



DOWNTOWN

PLACEMAKING INVESTMENT STRATEGY

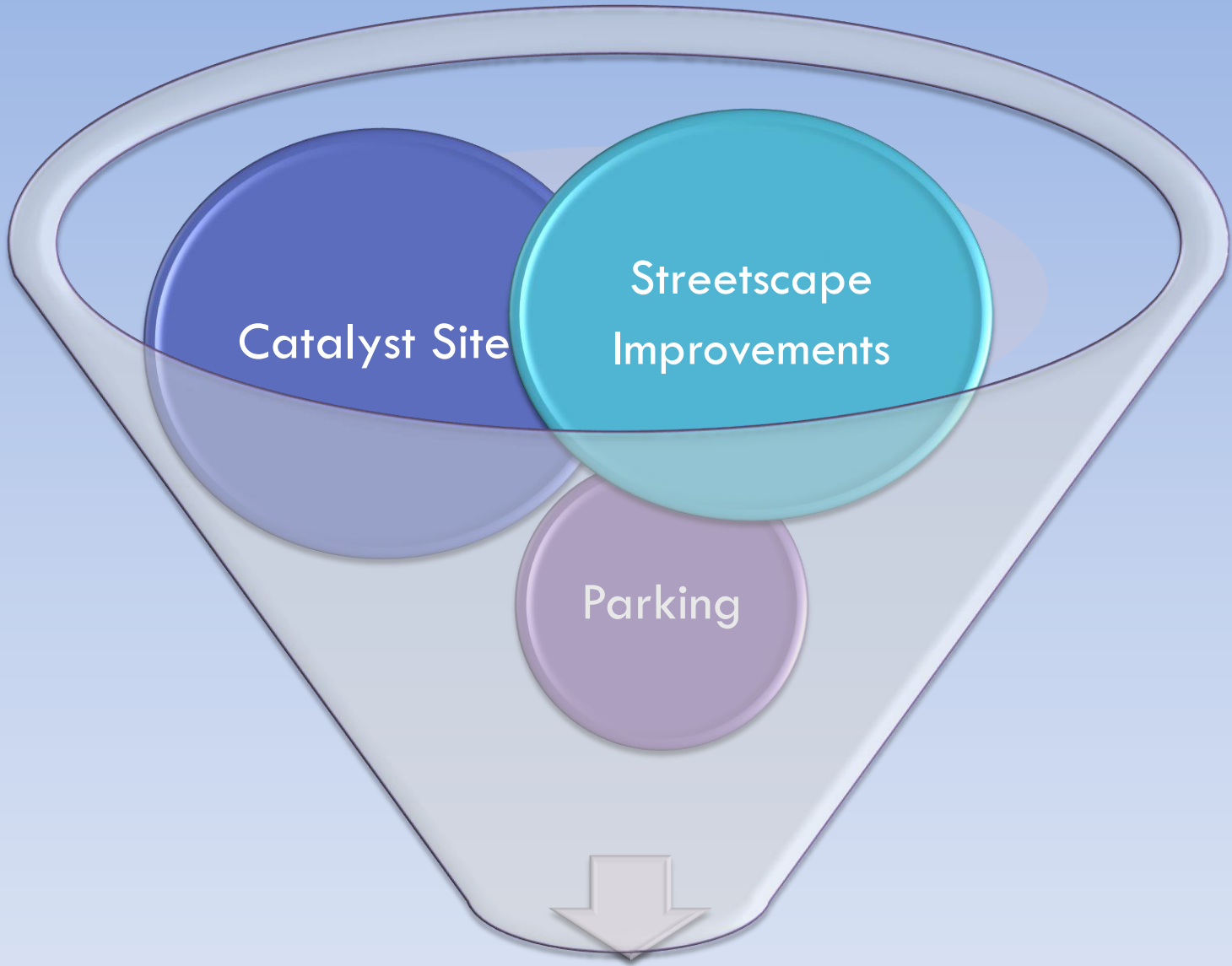
May 21, 2014

Presentation Outline



1. Background
2. Goals, Policies and Strategies
3. Engagement Process and Themes
4. Placemaking Investment Strategy
5. Next Steps

Introduction



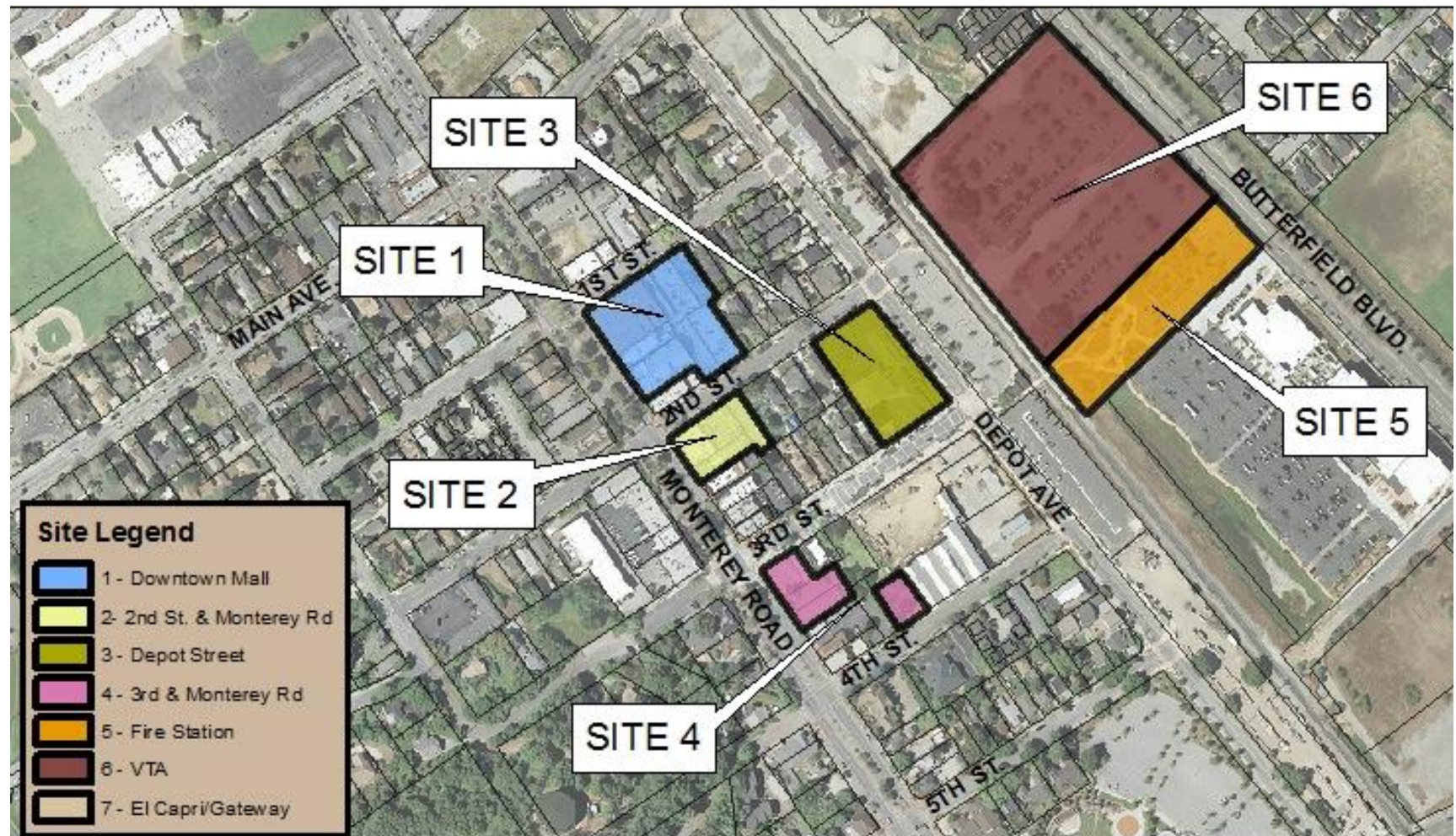
Placemaking Opportunity

Background—Bond Projects

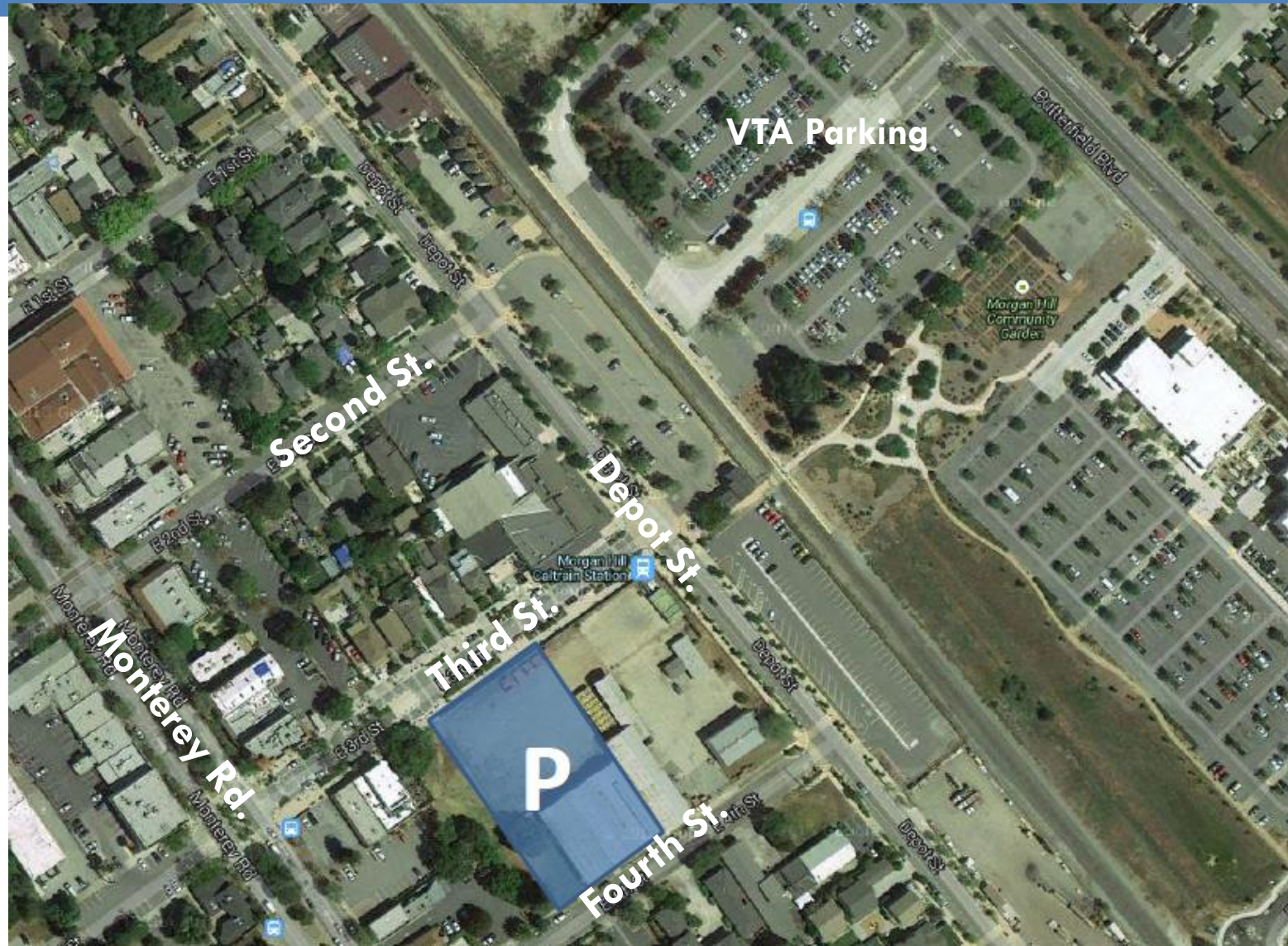
Parking Structure	\$10.1 M
Downtown Parking Lots	\$1 M
Monterey Rd. Streetscape Improvements	\$2.9 M
Downtown Side Street Renovation	\$2.1 M
Private Development Investment	\$4 M
South of Dunne Ave Median Improvements	\$1 M
Platform Relocation	\$1.5 M
Exercise Option to Purchase land for Parking Garage	\$2 M
Total:	\$24.6

* Must spend expeditiously to comply with Internal Revenue Code

Background—Downtown Sites



Background—Parking at “Sunsweet”



Parking

- ▣ 275-space parking structure
- ▣ New Retail Space
- ▣ Vehicular Access on 4th Street
- ▣ Supports 3rd St. Corridor
- ▣ EV Charging Stations
- ▣ Enhanced Design
- ▣ Solar Panels
- ▣ Reinforced Rooftop



Parking Structure



Fourth St. Improvements



- ❑ Road reconstruction
- ❑ New sidewalk
- ❑ Utility undergrounding
- ❑ Street lights

Goals, Policies & Strategies

Goals

Make Downtown the most.....

walkable,

bike-friendly,

urban,

family-oriented, and

transit oriented

Neighborhood in Morgan Hill

Goals, Policies & Strategies

Housing

- Maximize Housing Supply
- Connect Downtown to Butterfield

Retail

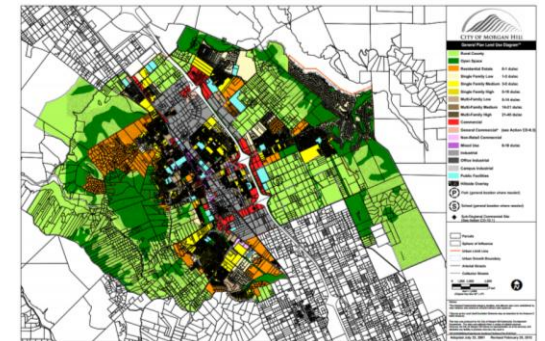
- Build More Retail
- Activate Third Street Spine

Parking

- Move Transit Parking West of Tracks
- Ensure Clear Views from Train Station

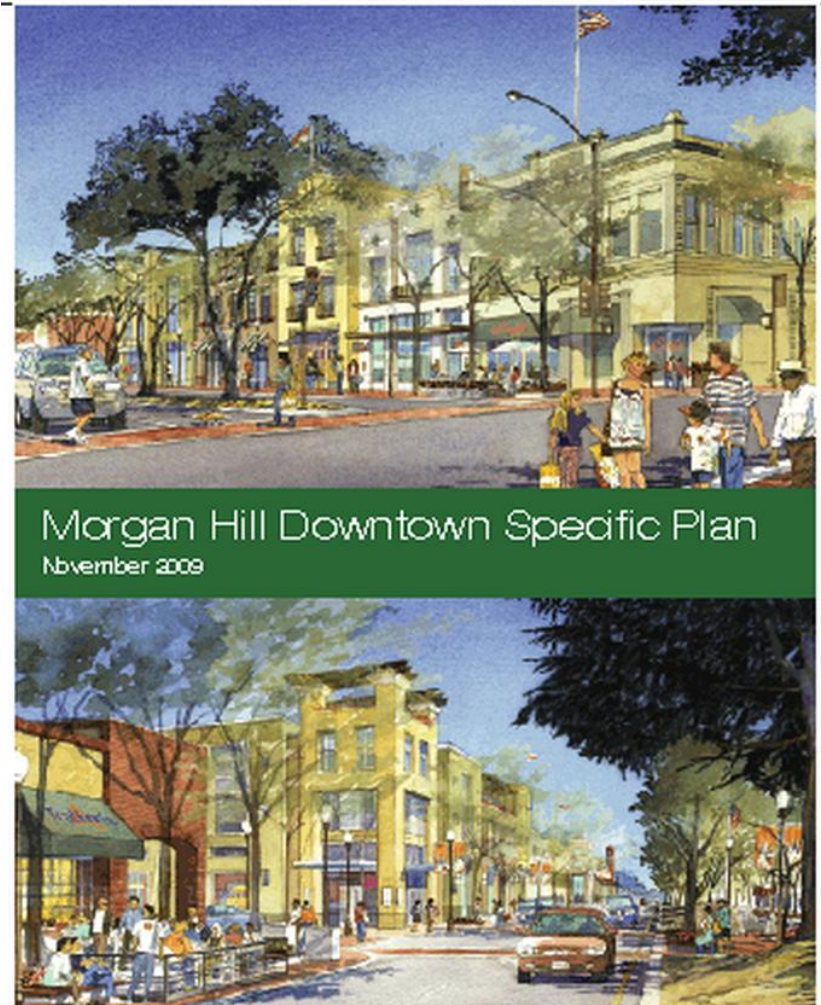
Guiding Documents

- ❑ Redevelopment Plan
- ❑ General Plan
- ❑ Downtown Specific Plan
- ❑ Parks, Trails & Bikeways Master Plans
- ❑ Tourism Strategy
- ❑ Economic Development Symposium



Downtown Specific Plan

- ❑ Intensify residential, retail, restaurant, and entertainment uses
- ❑ Make Monterey Rd. & Third St. retail friendly
- ❑ Improve streetscape
- ❑ Create visual and physical linkages
- ❑ Link commercial uses to parking areas



Community Outreach & Themes

Community Outreach –Who & How

□ **Group Outreach**

- ▣ Chamber of Commerce, Downtown Association, PBID
- ▣ Large Event Organizers
- ▣ Downtown Residents
- ▣ Community

□ **One-on-One Outreach**

- ▣ Restaurant owners
- ▣ Property owners

□ **Online Survey**

□ **Website and Social Media**

□ **E-blasts and individual email communications**



Community Outreach

- 80 Meeting Participants
- 131 Survey Responses
- 283 Comments



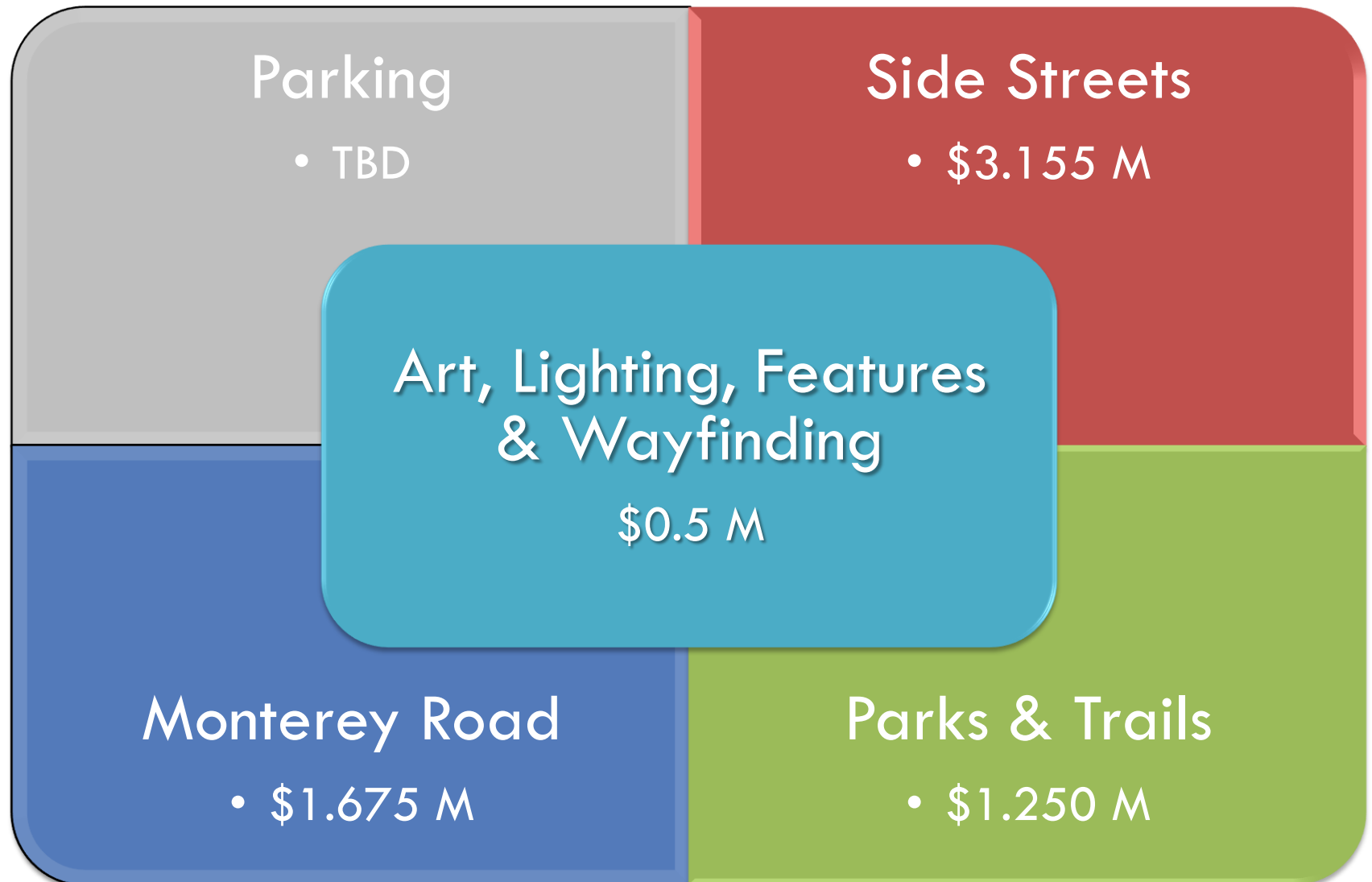
Community Outreach Themes



- ❑ Side Street Road Improvements
- ❑ Lighting
- ❑ Undergrounding Utilities
- ❑ Traffic Calming
- ❑ Pedestrian Crossings
- ❑ Parks & Trails
- ❑ Public Art
- ❑ Bike Friendly Improvements
- ❑ Beautification (Trees & Flowers)

Placemaking Investment Strategy

Placemaking Investment Strategy



Investment Strategy-\$6.6 M

Source	Amount
Bond Proceeds	\$5,330,000
Park Development Fund	\$1,000,000
Safe Routes to School	\$250,000
Total	\$6,580,000

Monterey Road Improvements \$1.67 M



Improve Pedestrian Safety
Enhance Visual Appeal of Median

Pedestrian Safety

- ❑ Improve cross streets
- ❑ Improve lighting
- ❑ Improve crosswalks



Enhance Median Island

- ❑ Repair irrigation system
- ❑ Protect healthy trees
- ❑ Remove unhealthy trees
- ❑ Improve ground cover
- ❑ Improve lighting (up lights & tree lights)
- ❑ Veteran memorial relocation



What is NOT included

- ❑ Narrowing of Monterey Road
- ❑ Additional Left Turn Lanes

Side Street Improvements \$3.15 M

Improve safety, beautify and strengthen linkages



- ▣ 1st and 2nd Streets from Monterey to Depot
- ▣ 3rd Street from Del Monte to Depot

1st and 2nd Street Improvements

- Utility Undergrounding
- New Street Lights
- Sidewalk Repair



Before



After

3rd Street Improvements

□ Third St. West of Monterey

- ▣ Utility Undergrounding

□ Third St. East of Monterey

- ▣ Improve Functionality
 - Concrete Bollards
 - Park/Fountain Area
- ▣ Fix Third Street!



Outreach on Parks & Trails

- ❑ Family Activities
- ❑ Wellness & Fitness Opportunities
- ❑ Connections to Parks/Open Space
- ❑ Pet-Friendly Features
- ❑ Attractive Public Spaces
- ❑ Passive Park Areas
- ❑ Trails



Downtown Parks and Trail Connections



Enhanced Crossings
• Dunne Ave and Del Monte
• Main Ave and Del Monte



East-West Spine
enhanced connections
through Downtown



Streetscape beautification



Multi-purpose trail network
hiking, fitness, connections



Public Park West
*passive, active, natural,
play, dogs, children*



Public Park East
*passive, active, natural,
play, dogs, children*



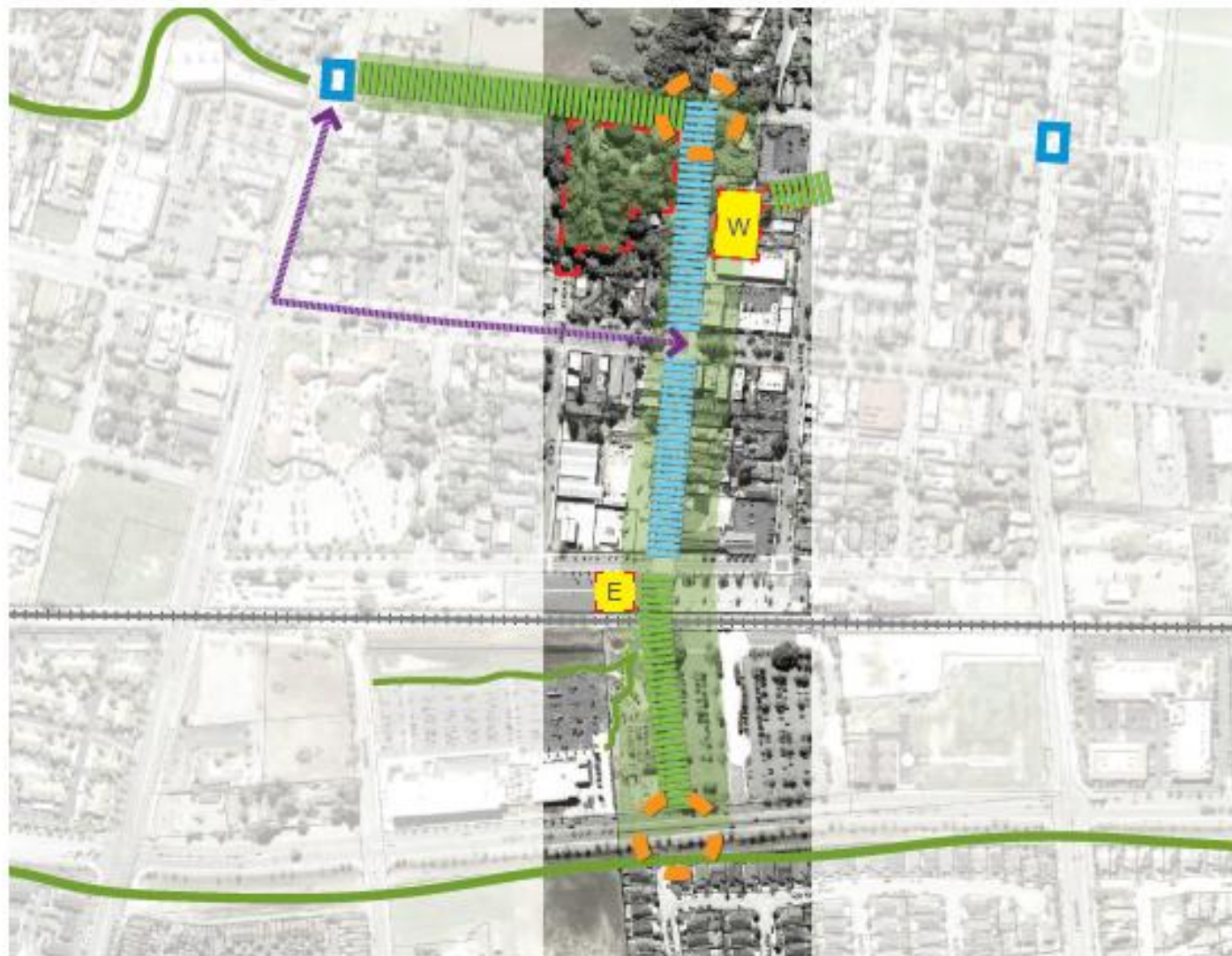
Existing Multipurpose Trail
Network



Hilltop Fitness Loop Area



Alternative on-street
Accessible Route



Parks & Trails \$1.25 M

- ❑ **Hilltop Trail**

- ❑ **Downtown Parks**
 - ▣ Playground
 - ▣ Public Art
 - ▣ Dog Park
 - ▣ Interpretive Features

- ❑ **Connections & Linkages**
 - ▣ To Open Spaces
 - ▣ Cross Walks



Dunne Ave.

Del Monte

Monterey Rd.

Depot St.

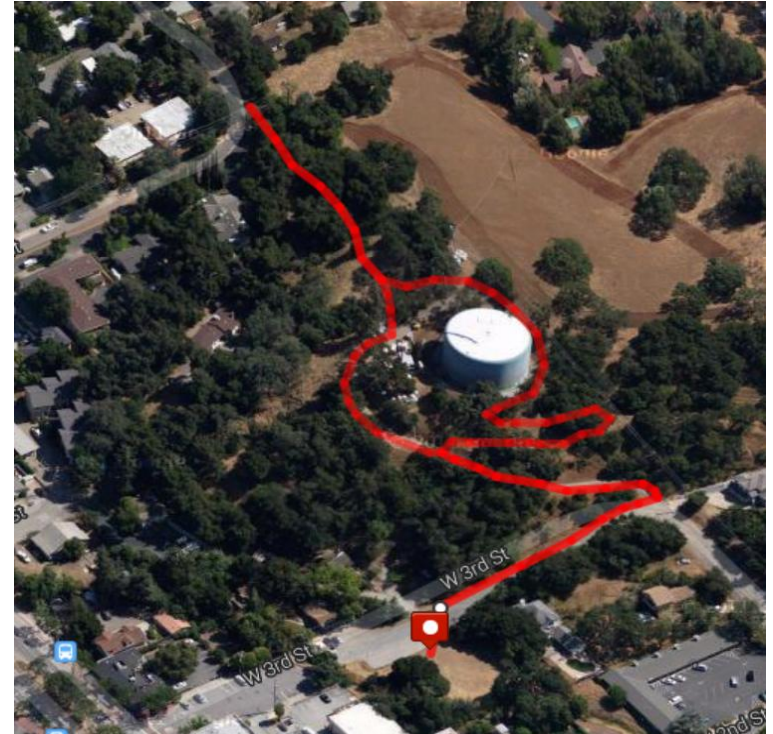
Butterfield Blvd.

Main St.

W

E

Hilltop Trail



Destination Park—West Side

- Anchor West Side
- Connect to Hill Top Trail
- Destination
 - ▣ Public Art
 - ▣ Dog Park
 - ▣ Interpretive Features



Train Station Park on Depot



Train Station Park on Depot



Playgrounds



Parks & Trails



Train Station Park on Depot



Interesting Interactive Features



What makes a place succeed?



The Power of 10

1. Places to Eat
2. Places to Shop
3. Places to Sit
4. Places to Play
5. History to Experience
6. Street Level Attractions
7. Interesting Design
8. Art to Enjoy
9. Entertainment
10. Places for families, children and pets

People watch

Take in the Chicago skyline

Birdwatch

Watch the boats

Take a stroll with your family

Listen to the tourists' foreign languages

Smile at Segway riders

Meet friends at a cafe

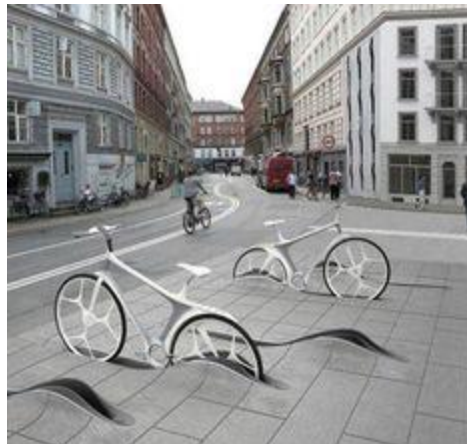
Rent a bike

Hear the lake splash and roar



Placemaking

IS CREATING GOOD PUBLIC SPACES THAT PROMOTE PEOPLE'S HEALTH, HAPPINESS AND WELL BEING



Interesting Features



Public Art



Public Art—Back of Buildings



Public Art—Cross walks



Public Art—Cross walks



Technology & Placemaking



Spaces with hotspots and outlets

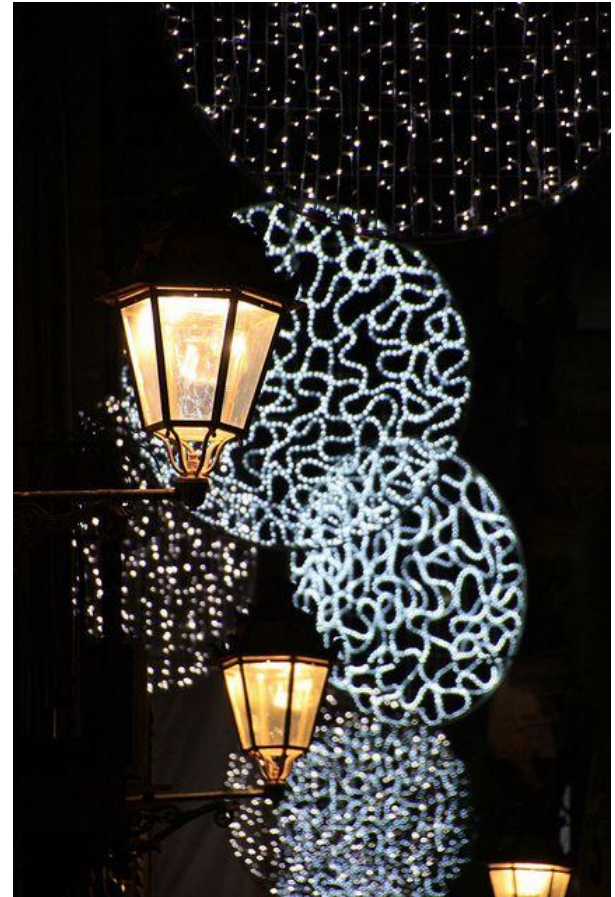


Benches with LED lighting , power with solar

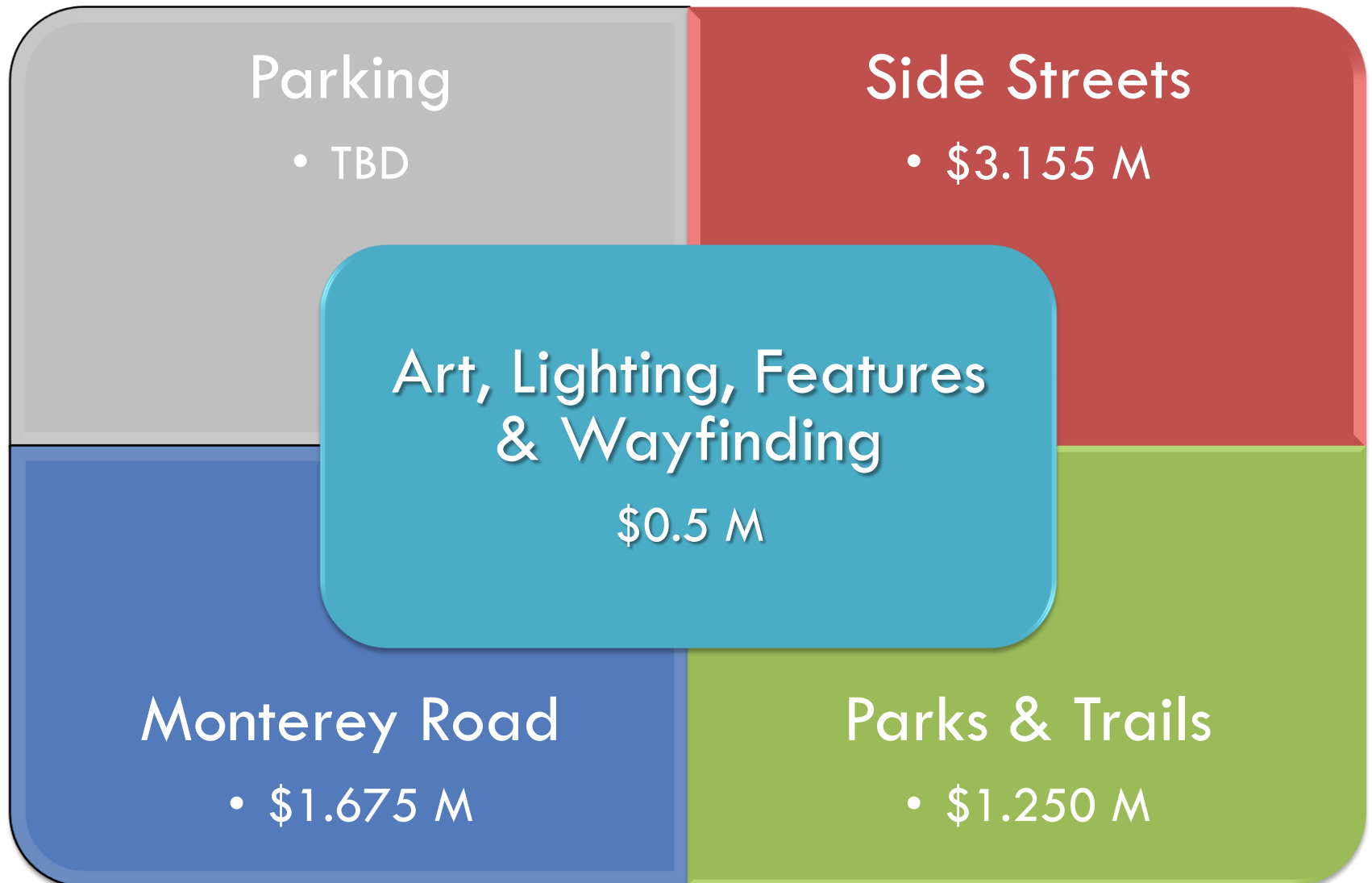
Lighting



Lighting



Placemaking Investment Strategy



Next Steps

- Parking Garage Site (June 2014)
 - ▣ Site Acquisition
 - ▣ Budget
 - ▣ OB Compensation Agreement
 - ▣ CEQA
 - ▣ Design/Build
- Downtown Opportunity Sites RFQ/P
 - ▣ Work with EDC, Chamber & MHDA
- Implement Placemaking Strategy
 - ▣ Design/Engineering Contract
 - ▣ Community Outreach
 - ▣ Commence Construction

complete
improvements
18-24 Months

